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UV-168

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant : Michael D. Ellis
Application No.: 09/717,729 Confirmation No.: 6773
Filed : November 21, 2000
For : INTERACTIVE TELEVISION TARGETED
MESSAGE SYSTEM
Group Art Unit : 2614
Examiner : Scott E. Beliveau
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

RECEIVED

JUN 10 2004

Technology Center 2600

New York, New York
June 2, 2004

REPLY TO OFFICE ACTION

Sir:

Responsive to the Office Action mailed February 2, 2004 in connection with the above-identified application, consideration of the following is respectfully requested:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Amendments to the Drawings begin on page 14 of this paper and include both an attached replacement sheet and an annotated sheet showing changes.

Remarks begin on page 15 of this paper.

An **Appendix** including an amended drawing figure is attached following page 23 of this paper.